accessing the description associated with the selected intellectual property item from the [consumer] at least one station;

sending feedback data from the [consumer] at least one station to the host station, the feedback data including [consumer] opinion information of the selected intellectual property item based at least in part on the description of the selected intellectual property item; and accessing the feedback data from an industry station to thereby determine the interest in the selected intellectual property item based on the [consumer] opinion information.

- 2. (Amended) A method of promoting intellectual property according to claim 1, and further comprising summing the [consumer] opinion information from different [consumer] stations for the selected intellectual property item.
- 3. (Amended) A method of promoting intellectual property according to claim 2, wherein the [consumer] opinion information includes survey information reflective of a consumer's desirability to purchase the selected intellectual property item.
- 4. (Amended) A method of promoting intellectual property according to claim 1, wherein the [consumer] opinion information includes survey information reflective of a consumer's desirability to purchase the selected intellectual property item.

25. (Amended) A processor-based system for promotion of intellectual property, the system comprising:

a host station having at least one database, the at least one database including:

a plurality of intellectual property items; and
a description of each intellectual property item;

means for selecting one of said intellectual property items by at least one of a consumer station and an industry station;

means for accessing the description associated with the selected intellectual property item from the at least one [consumer] station;

means for sending feedback data from the [consumer] at least one station to the host station, the feedback data including [consumer] opinion information of the selected intellectual property item based at least in part on the description of the selected intellectual property item; and

means for accessing the feedback data from an industry station to thereby determine the interest in the selected intellectual property item based on the [consumer] opinion information.

26. (Amended) A processor-based system for promoting intellectual property according to claim 25, and further comprising means for summing the [consumer] opinion information from different [consumer] stations for the selected intellectual property item.

27. (Amended) A processor-based system for promoting intellectual property according to claim 26, wherein the [consumer] opinion information includes survey information reflective of a consumer's desirability to purchase the selected intellectual property item.

28. (Amended) A processor based system for promoting intellectual property according to claim 25, wherein the [consumer] opinion information includes survey information reflective of a consumer's desirability to purchase the selected intellectual property item.

Respectfully submitted,

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Date

By\_ ali-Rutithlim

Alvin R. Wirthlin, Reg. No. 40, 267

Akin, Gump, Strauss, Hauer & Feld, L.L.P.

P.O. Box 688

Dallas, TX 75313-0688

(214) 969-2800

#382425